

**Join your
neighbors in
RECYCLING!**



Feet on the Street

**“More & Better
Recycling”**

2017 Results







DATA TO DRIVE IMPROVEMENTS ATLANTA

Capture Rates

CAPTURE RATES

CAPTURE RATE: How Much of Recyclables Are Really Going Where They Should?



AND
80lbs
RECYCLABLES
GO INTO RECYCLING

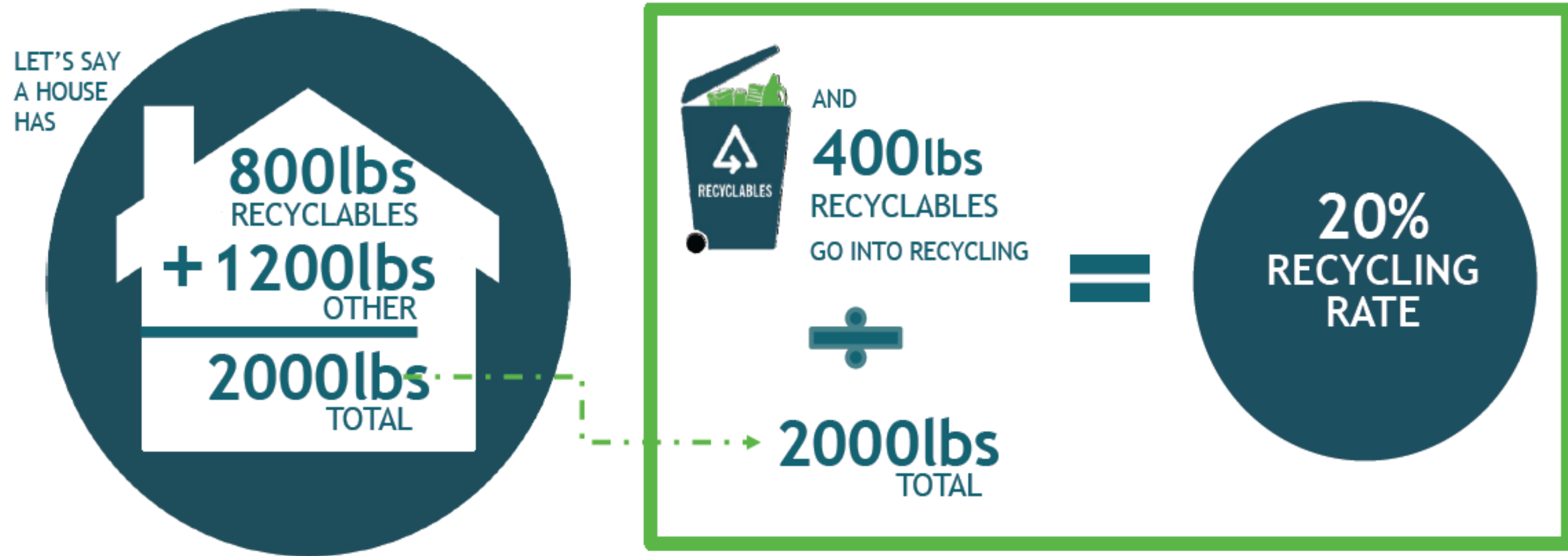


THUS, THE OTHER
20lbs
RECYCLABLES
THEN GO INTO TRASH



Capture Rates vs Recycling Rates

RECYCLING RATE: How much of all MSW is getting recycled?



You Gotta Get Dirty!





Monday 3104

Ansley Park / Midtown

Tuesday 1205

Grant Park / Peoplestown

Wednesday 3304

West End

Thursday 3104

Collier Heights

4 Routes - 4,970 Homes

INFORM, ENGAGE, SPECIFY

7 week intervention

RECYCLE

Glass	Metal	Paper	Plastic
Bottles and Jars* empty and rinse	Aluminum and Steel Cans empty and rinse	Cartons, Mixed Paper, Newspaper and Magazines flattened cardboard	Bottles and Containers empty and replace cap

NO!

Do Not Bag Recyclables no garbage	No Plastic Bags* return to retail	No Electronics*	No Tangles, Cords, Hoses or Chains	No Tanks*

FOR MORE INFO
www.atlantaga.gov/recycling

*Also consider recycling at Chalmers Center.

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

ATL 311 Call 311 or go online at ATL311.com for questions and concerns.
Graphics provided by The Recycling Partnership

General Info

OOPS!

PLEASE LEAVE THESE ITEMS OUT!

Do Not Bag Recyclables (no garbage)	No Plastic Bags (return to retail)
No Flammable Liquid (empty oil containers)	No Electronics (drop off only)
No Tangles Cords, Hoses or Chains	No Tanks Tanks, Hoses, Plastic Furniture or More

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

ATL 311 is for service related questions and concerns. Call 311 or go online at ATL311.com.

www.atlantaga.gov/recycling

Join your neighbors in **RECYCLING!**

Step 1: Fill your blue cart with bottles, cans, and cardboard.
Step 2: Roll out and place blue cart next to garbage on collection day.

CARTLANTA
recycling. get into it.

Questions? Need a cart?
www.atlantaga.gov/recycling
or call 311.

Direct Engagement

ATL Public Works 8/21/2018 10:10 AM
OOPS! Don't Bag Recyclables. We want your items loose, clean and dry. #ATL #ATLANTA #recycling #Recycle #Cartlanta #Sustainability

OOPS!

NO PLASTIC BAGS IN THE CART

DO NOT BAG Recyclables

Loose and clean recyclables only

RETURN bags and other plastic wrap to retail or Chalmers.

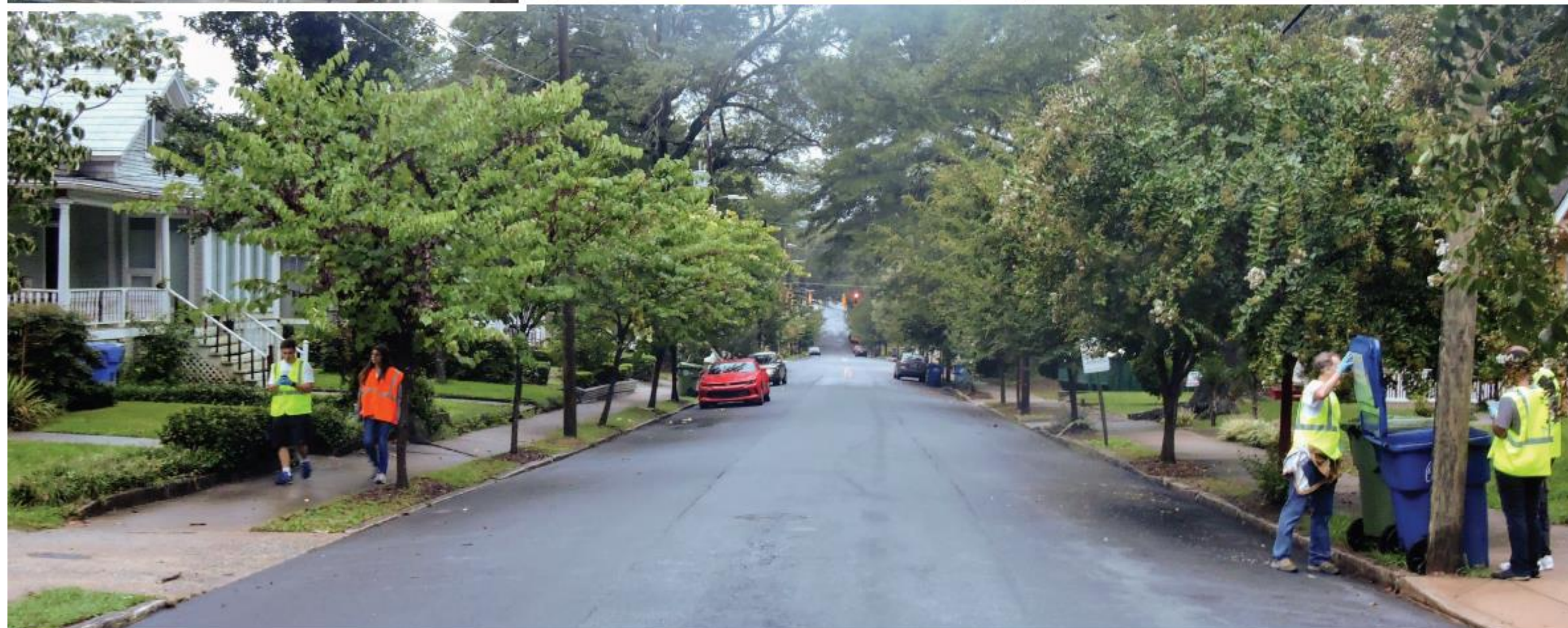
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Supporting Campaign

Contaminant Specific

It Takes A Village

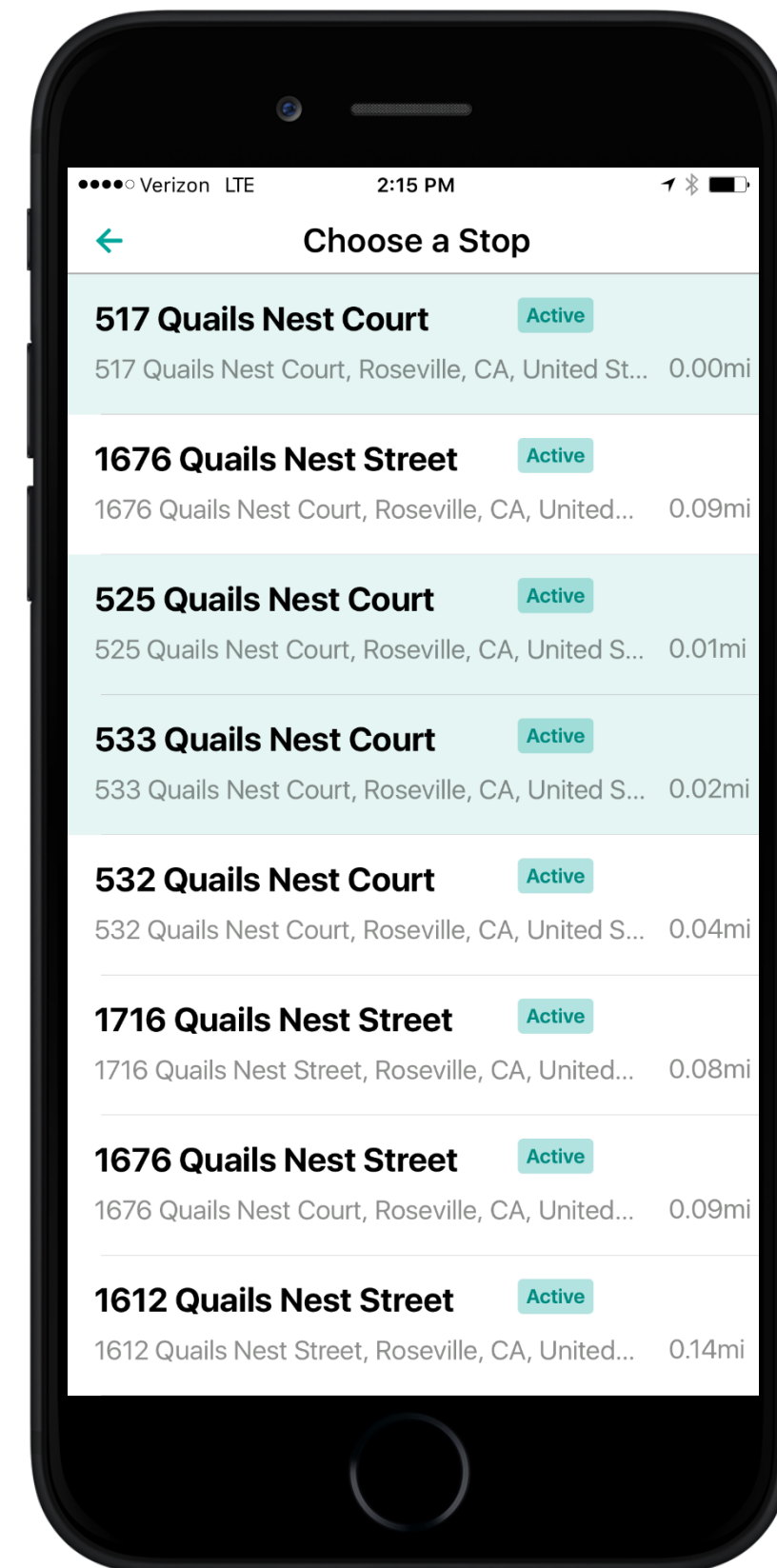
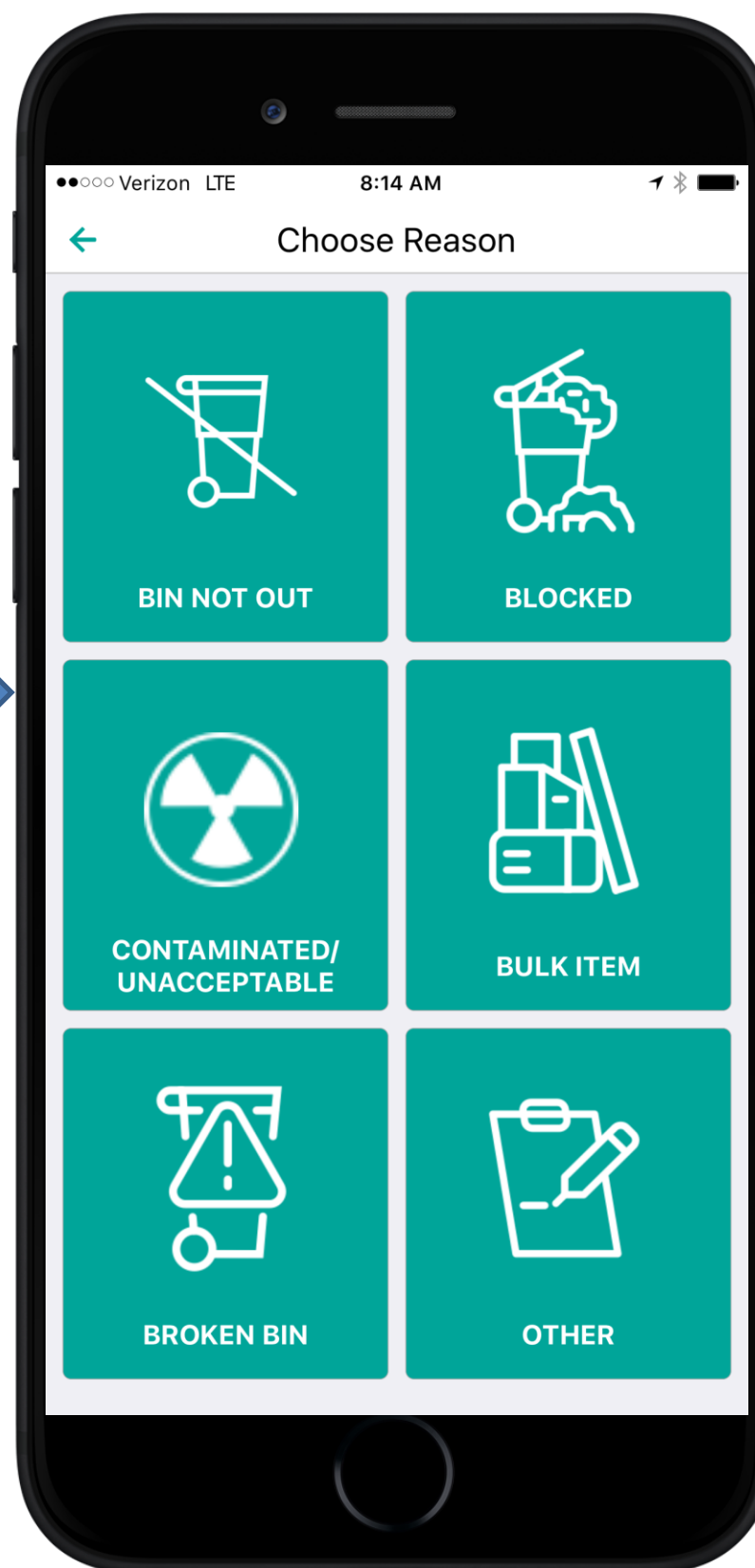
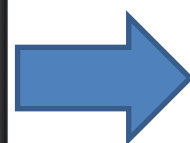


Georgia Works!!!



The Rubicon Global Difference

Residential Functionality- interacts by Exception





Choose Reason



BIN NOT OUT



BLOCKED



**CONTAMINATED/
UNACCEPTABLE**



BULK ITEM



BROKEN BIN



OTHER



Contamination Type



**Do Not Bag Recyclables
(no garbage)**



**No Plastic Bags (return to
retail)**



**No Food or Liquid (empty
all containers)**



**No Electronics (drop-off
only)**



**No Tangles, Cords, Hoses
Or Chains**



**No Tanks, Wood, Plastic
Furniture or Metal**



Styrofoam



Textiles



Monday — Contamination & Participation

Overall Participation & Contamination Percentage

CONTAMINATION

30%

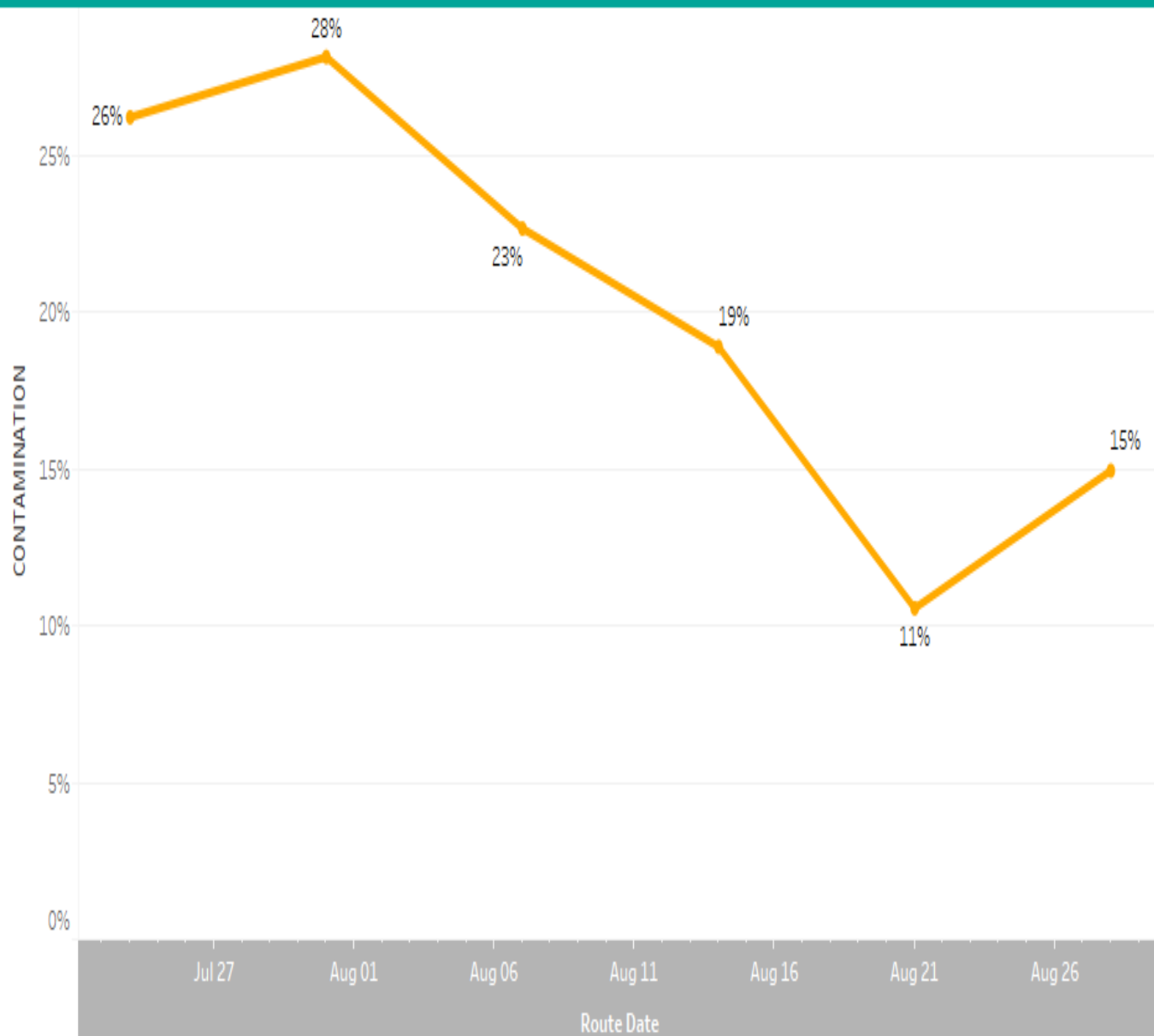
PARTICIPATION

28%

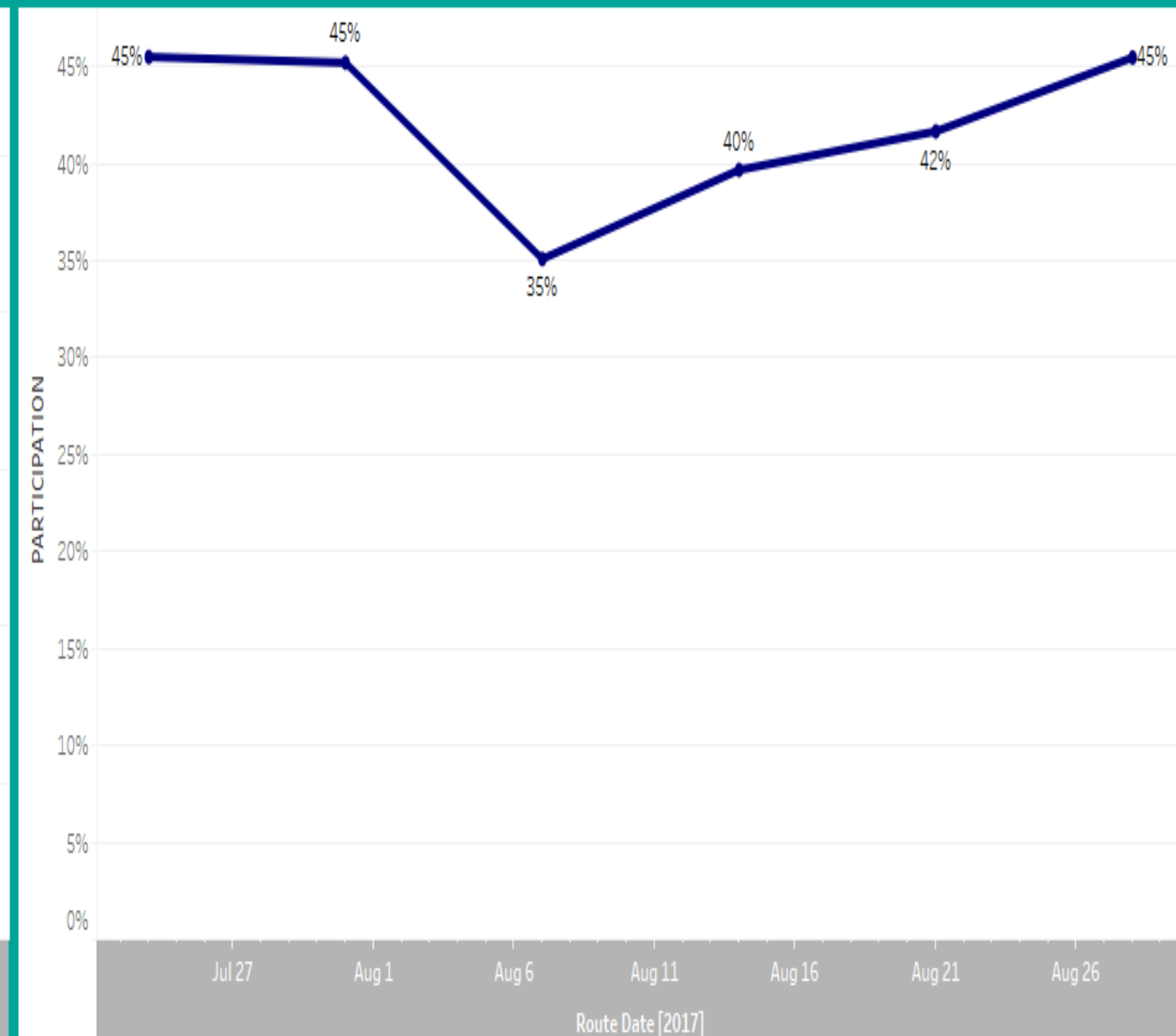
Weekday of.. Monday

Day of Rout.. July 10, 2017 to August 28, 2017
and Null values

CONTAMINATION TREND



PARTICIPATION TREND



Wednesday — *Contamination & Participation*

Overall Participation & Contamination Percentage

CONTAMINATION

30%

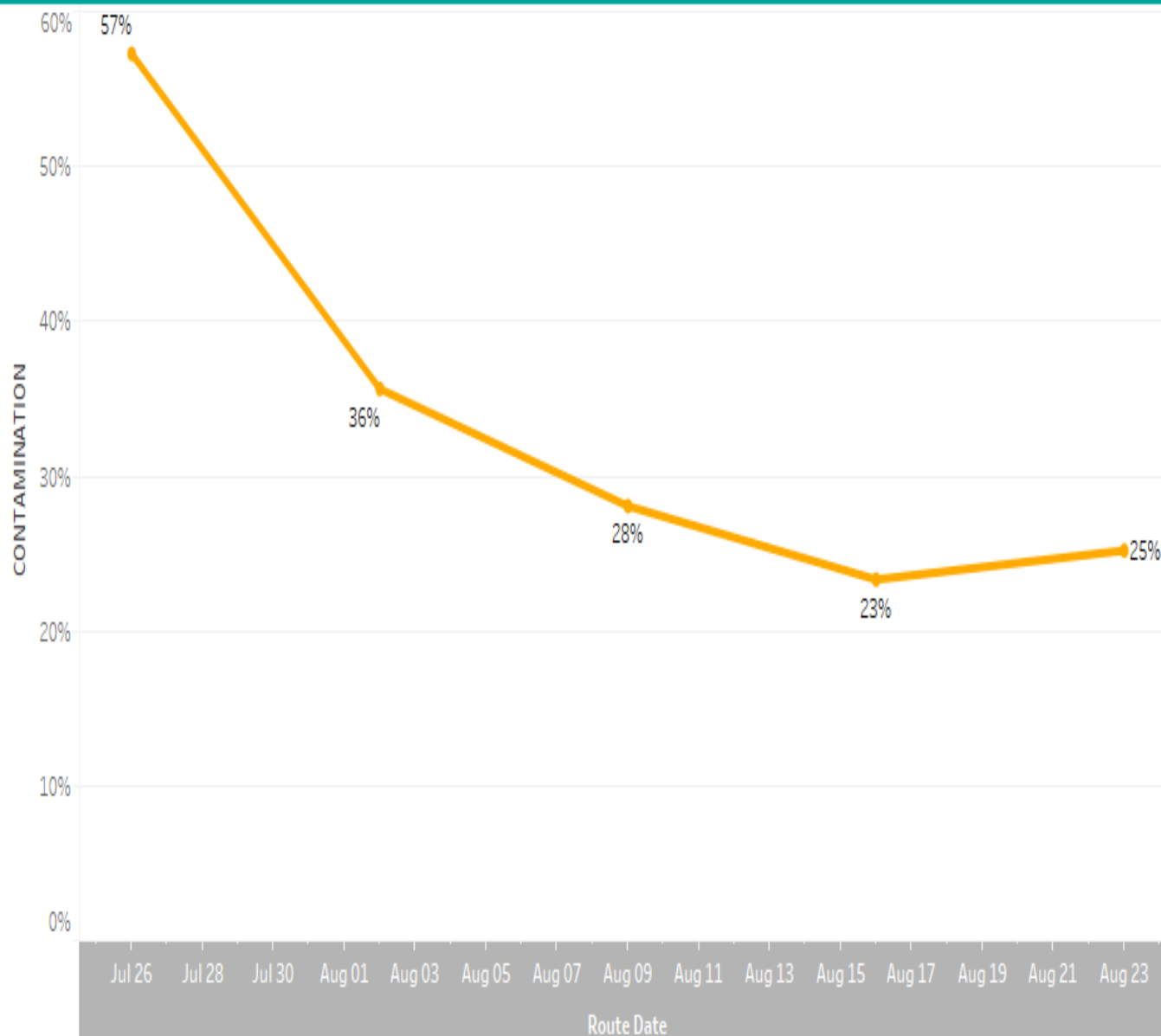
PARTICIPATION

28%

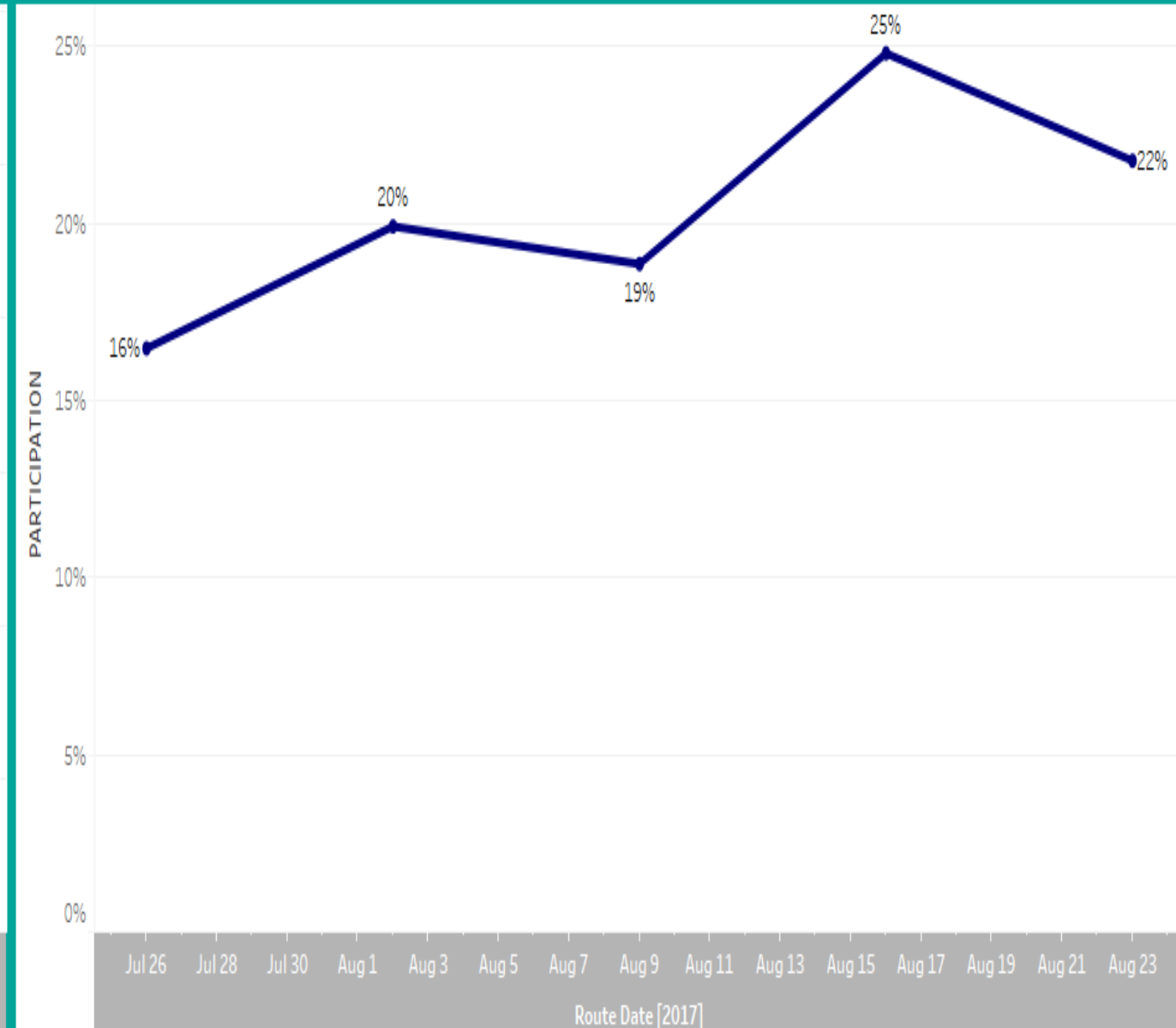
Weekday of.. Wednesday

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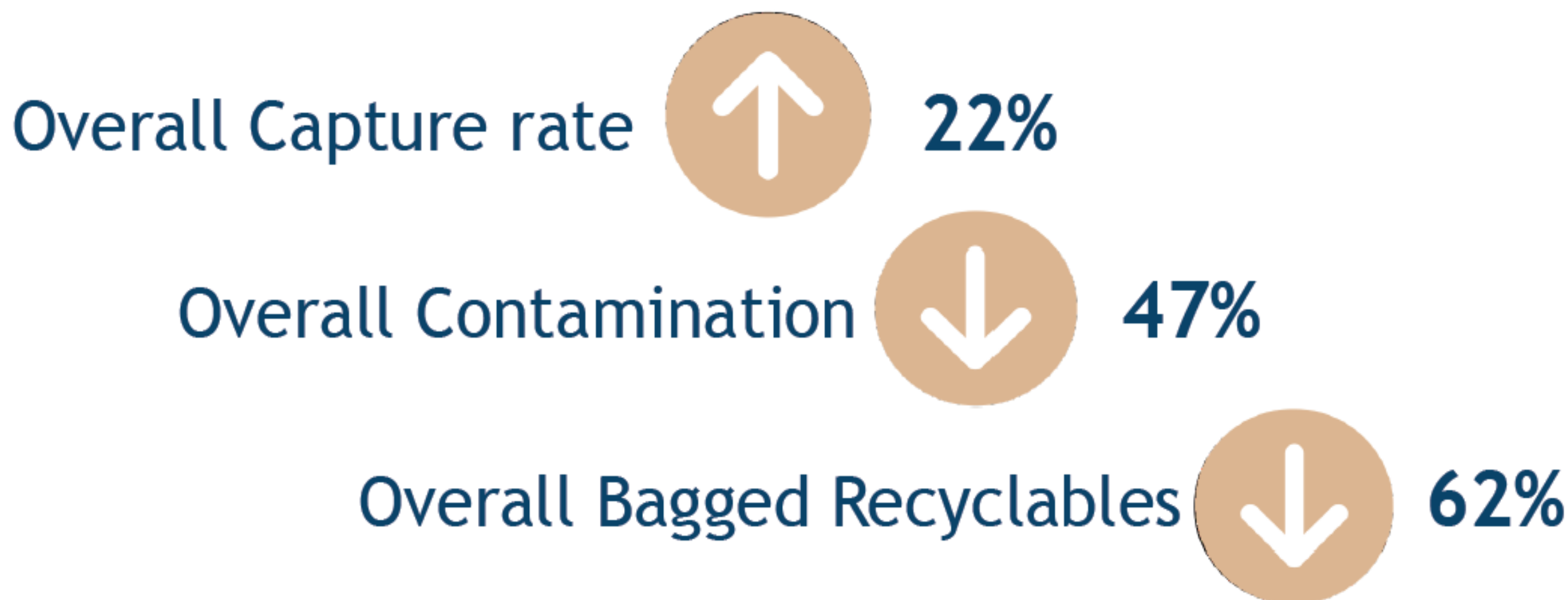
CONTAMINATION TREND



PARTICIPATION TREND



Results



Group A (Higher income) contamination by household dropped 41%.
Group B (Lower income) contamination by household dropped 37%.

Number of houses that had recyclables in plastic bags dropped 57%.
Participation in program did not change.

Household Participation in Recycling

Participation (set out at least once during study period:

Group A: 82%

Group B: 57%

Overall, less than 30 percent of study households set out recycling carts on a weekly basis.

THANK YOU - QUESTIONS?



Michelle Wiseman
mlwiseman@atlantaga.gov
(404) 858-1807



/ATLResilience

/Cartlanta



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Search: Atlanta Sustainability



PIONEERED BY THE
ROCKEFELLER FOUNDATION

100

RESILIENT

CITIES



PLEASE LEAVE THESE ITEMS OUT!



Do Not Bag Recyclables
(no garbage)



No Plastic Bags
(return to retail)



No Food or Liquid
(empty all containers)



No Electronics
(drop-off only)



No Tangles,
Cords, Hoses or
Chains



No Tanks, Wood,
Plastic Furniture
or Metal

**CORRECT THIS AND WE
WILL COLLECT NEXT TIME.**



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RECYCLE

 **Glass**



Bottles and Jars*
empty and rinse

 **Metal**



**Aluminum and
Steel Cans**
empty and rinse

 **Paper**



**Cartons, Mixed
Paper, Newspaper
and Magazines**
flattened cardboard

 **Plastic**



**Bottles and
Containers**
empty and replace cap

NO!



Do Not Bag
Recyclables
no garbage



No Plastic Bags
return to retail



No Electronics




No Tangles,
Cords, Hoses
or Chains



No Tanks

FOR MORE INFO

www.atlantaga.gov/recycling

*To ensure proper recycling, consider CHARM drop off. 

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

**ATL
311**

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questions and concerns.

Graphics provided by The Recycling Partnership



Provided by the
Atlanta-Fulton County
Recreation Department

100

RESILIENT CITIES